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**uBid.com HOLDINGS, INC. ANNOUNCES  
INFORMATION TECHNOLOGY APPOINTMENT**

**CHICAGO—August 1, 2007** – uBid.com Holdings, Inc. (OTCBB: UBHI) whose uBid, Inc. subsidiary is one of the leading business-to-consumer and business-to-business online marketplaces in the U.S, announces the appointment of Amy Powers to Vice President, Technology.

As Development Manager for uBid, Ms. Powers significantly enhanced the revenue line for the company’s Certified Merchant program and implemented innovative technological solutions to reduce costs.

In her new role, Powers will direct strategic and tactical technology planning for the enterprise and provide leadership as a member of the Executive Management team. Powers reports to Robert H. Tomlinson, Jr., CEO.

“Amy’s technology background and business savvy are great benefits to uBid and make her perfectly suited to direct our extensive IT efforts,” commented Tomlinson. “She is a natural leader with tremendous enthusiasm for her work to continually enhance our technology platform.”

Prior to joining uBid in 2003, Ms. Powers worked as an independent contractor largely in the retail sector as a developer. She holds an Applied Information Technology Diploma from Information Technology Institute, Halifax, Nova Scotia and a BS from Dalhousie University.

**About uBid.com Holdings, Inc.**

uBid.com Holdings, Inc. and subsidiaries operate a leading on-line business- to-consumer and business-to-business marketplace that enables itself, certified merchants, manufacturers, retailers, distributors and small businesses to offer high quality excess, new, overstock, close-out, refurbished and limited supply brand name merchandise. The Company’s marketplace employs a combination of auction style and fixed price formats. uBid.com Holdings, Inc. is publicly traded on the NASD OTC bulletin board (UBHI).

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